



# FASHION INTERNATIONAL

NEWS AND VIEWS OF THE INTERNATIONAL FASHION WORLD

AUGUST/SEPTEMBER '94

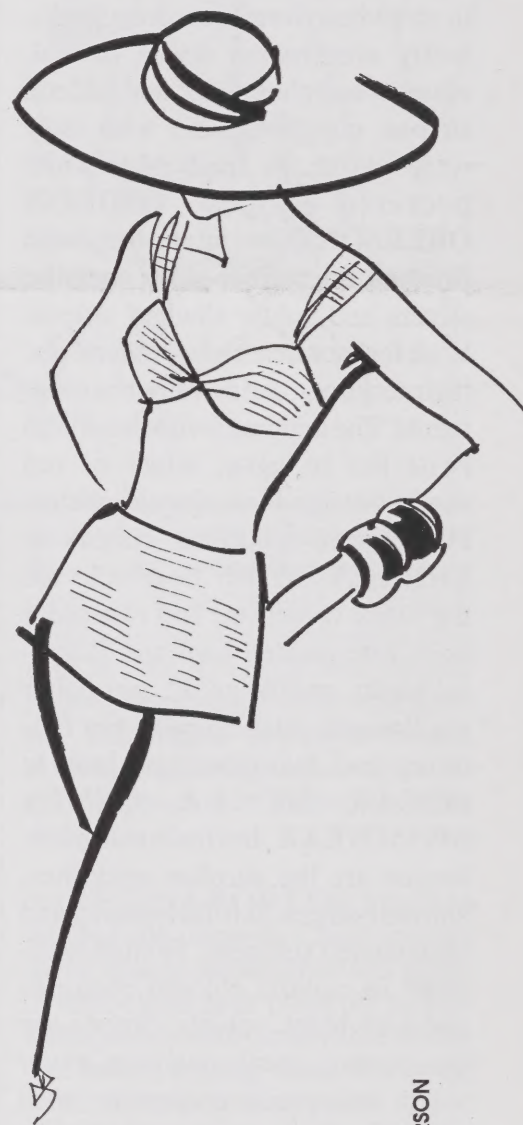
## NOW YOU SEA IT... NOW YOU DON'T

**J**udging by the swimwear shown for Cruise '95, coverage is making a comeback. Designers are stressing diverse fabrications, and intelligent flattering silhouettes—say hello to skirted and boyleg suits and good-bye to dental floss bikinis. Interest has once again shifted to the bust, and designers are padding and emphasizing cleavage. At the other end of the spectrum are the athletic-inspired

suits. High neck tanks, racer backs, cutouts and wrestling tank suits are aimed at the serious swimmer. Some manufacturers are diving into the trend toward separates, offering women the freedom to mix and match styles and sizes in tops and bottoms.

Color direction finds a sprinkling of neons and soft pastels amidst a sea of deeper earth and spice tones. Prints encompass ethnic batiks,

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## NO RULES

*The New York Resort Collections provide a healthy sampling of designer favorites with a warm weather attitude. From beach to eveningwear, day suits to loungewear, this season sets no rules, and offers a glimpse of early Spring.*

**Silke Schalk**, originator and designer of **BLU**, incorporates the elements of streetwear and swimwear. Clean styling and classic shapes go from the beach to the street in cotton/Lycra. Solid or tri-colored pieces in black, brown, navy, light blue and white. Tie tops, tanks and bandeaus mix with bikini bottoms, tappants, and sarongs. A Spring preview focuses on long and short dresses in black and navy poplin.

### PRETTY LITTLE DRESSES

**SULLY BONNELLY**, former designer for Oscar de la Renta, presents his first Resort Collection under his own name. Using a man's classic white shirt as inspiration, he creates shirt

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tropical and abstract florals, foulards, checks, plaids and most noteworthy — stripes. Textures include poorboy ribs, openwork crochets, chenilles and lush velvets. Metallics aren't limited to sportswear alone. For some of the most exciting swim looks, designers offer metallic silver, glittering gunmetal, and foil printing

#### VIEWPOINT BY GOTTEX

offers simple shapes combined with sophisticated colors and inviting textures. Making news are soft cup bikinis and maillots with bra inserts in strawberry/cream madras checks, softly constructed styles in teal, oatmeal and chocolate, and athletic shapes, complemented with terry wrap skirts, in fresh blue/white puckered stripes. **GIDEON OBERSON** shows interesting crepe finished microfiber suits, metallic silvers and subtle shadow stripes. Look for back treatments, underwires, high necklines, and novelty bra treatments. The neptune swim dress with twist bra in navy, white or red shadow stripe is an elegant choice. Hollywood glamour reigns at **SHIRLEY SWIM**. Best looks are the black velvet one and two-piece suits with padded cups and Brazilian backs, and the gold Lurex halter maillot with push up pads. For flattering and feminine suits look to **OSCAR DE LA RENTA SWIMWEAR**. Intrinsic to the collection are the surplice necklines, shirred bodices, skillful seaming and understated sexiness. Texture is offered in crayola colored chenilles and lush black velvets. Stripes are outstanding, particularly the navy/white two-piece underwire with coordinating crepe de Chine palazzos for après swim. The most unusual print has to be the soft tea stained ikat. Very flattering is a



SHAN

navy bandeau with a white lettuce edged mini pareu cover-up. At **PIERRE CARDIN** there are chic two piece suits with natural rope trimming and a striped underwire bra with solid skirted pant in green cotton/spandex. **BODACIOUS** combines clean styling with interesting colors and textures. The ottoman rib swim dress in pink, taupe seafoam or mint is a winner. Another strong group comes in black/pink/taupe striped acetate/Lycra. **GOTTEX** moves forward with navy/white stripes, sporty two piece boyleg suits in sand/beige, glamorous Indian inspired high neck maillots in an arabesque metallic luster print, and gold metallic knits in sweater inspired shapes with ribbed edging. Noteworthy at **SOLANO** are the scoop neck suits in a navy daisy printed cotton/Lycra with white center tied lacing, and the ruffle textured white underwire maillot with blue and white striped trim. **ANNE COLE**'s outstanding groups are the lattice and T-back tanks in silver nylon/Lycra, the sueded tactel/Lycra group in navy/gold, camel/gold or black/silver, and the Empire maillot in vivid pink/orange. Also right on target is the boyleg athletic suit in navy or hunter poly/microspun Lycra, and the flirty retro-skirted one-piece and chemise suits, in navy or black.

**SHAN** does exciting black mesh suits, chenille textured classics and sleek metallic silver boyleg suits for the fashion forward customer. Contemporary, cutting edge suits are also the focus at **JANTZEN**'s new **BOLERO** label. The collection features Italian fabrics, crushed tricots, printed thermals, mesh, ribbing, metallics, brushed looks, novelties and an Indonesian influence in a palette that includes

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dressess, or slip dresses with shirt coverings, with or without cotton lace insets. Other groups include pantsuits, skirts and dresses in crisp white linen, or colorful printed silk in bold florals and stripes.

**KOOS & DEWILDE** have put together a collection they call "Urban Chic." Skirts for day and long dresses for evening are anchored by strongly sculpted jackets and demure twin sets. Fabrics are decidedly feminine — pastel silk chiffon, floral organza, printed metallic lace, cashmere and multicolored silk, and wool tweed. This collection is a classic with some lively color combinations, such as the boxy mint and yellow jacket in silk/wool plaid with floral printed lining and frog closures.

## À LA '70S

**NICOLE MILLER's** collection took us back a few decades with theme songs from The Love Boat and Charlie's Angels playing during her runway show. The collection comprises pink and aqua button-front Lycra shirts topping pleated white culottes. The same shirts in avocado green also work over linen A-line skirts. White Lycra tennis dresses have orange, citrus or aqua trim; while matte jersey wrap dresses are in lime, lilac, and sky blue.

Images of the '70s mix with pieces that are very '90s at **CYNTHIA STEFFE**. A tee-shirt gown, A-line jeans skirt, and an overall jumper dress come in tangerine washed velvet. Career-oriented groups include long fitted jackets and skirts in crepe, tweed, and faille. For lounging, a long caftan, tunic, and pants, are in ivory crinkled linen.

**HINO and MALEE** know how to present a comfortable and easy collection for Resort. A lightweight honeycomb linen, in natural or white, is the basis for easy bodies with attention to detail, such as picture frame pockets, drawstring closures, and



EILEEN FISHER



TOM & LINDA PLATT

asymmetrical hems. A softer group comes in a "liquid weave" acetate and includes colors like pearl, dune, Caribbean Sea, and black. Here, in addition to separates, are dresses with empire waists, diagonal panels, side wraps, and ruffled detail.

Easy separates work alone, or with knits, for ensemble looks at **EILEEN FISHER**. A laundered rayon group pairs navy and taupe for suitings with mandarin collars, tunics, and long wrap skirts. A paler group is in sandwashed silk and mixes with pointelle tunics and cardigans in rayon chenille. These colors are in sea grass, moss, lavender, orchid mist, peach, clay and ivory.

## COLOR ME BRIGHT

**TOM and LINDA PLATT** pour on

the brights for this collection of linen dresses and jackets. Hot pink, poison green, violet and tomato, color such bodies as a sleeveless dress with circle skirt or drop torso shift with pleated bottom. Another group, in tonal fourply silk crepe, has sophisticated dresses combining aqua with turquoise, peach with melon, and lilac with violet.

At **REGINA PORTER** brightly colored silk crepe-de-Chine appears in red, mango, aquamarine and violet. A retro-floral print plays off coordinating solids with camp shirts, tunics and jackets topping skirts, shorts and pants. Cotton dressing comes in sunflower, turquoise, tangerine and alabaster in similar bodies.



bronze, indigo, fuchsia, heather, natural, eggplant, mango and burgundy. Out of Spain comes **MAYLO** with a cap sleeved sport top bikini in a fresh white and blue aquarius print and an underwire maillot in black/white fishnet with white daisy trim around the neckline. The collection is reminiscent of Cacharel and Huit and should appeal to the young fashion forward customer. Addressing this same customer is **SHAPES** with an outstanding tropical floral two-piece halter suit, a mixed media floral/plaid range, cute gingham bikinis with removable pads, and streamlined silver metallic suits. Also on tap are youthful paisley/plaid vested one-piece suits and halter bikinis, as well as classic crochet looks in natural.

For the competitive swimmer, or the woman who wants to look like one, there's **TEAM ARENA**. They combine high tech fabrics with fresh prints in racer, crisscross and scooped back performance swimwear. A winning look anywhere is their black "SwimTech 96" high neck tank in Hydro-UFO microfiber with white logo embroidery. **NAUTILUS**, which is a new entry in the performance league does a sleek group in silver nylon/Lycra plus slimming power stripes in soft mid-tones. Showing sleek athletic racer suits in this season's important pastel/white/black stripes is **KARLO COLLETT**. Another interesting group in this collection is the toggle trimmed suits in chocolate or cream Supplex. At **TYR**, bold graphic stripes produce a slimming effect in clean and classic tank suits. Colors include kelly/royal, navy/white, purple/black, red/black and blue/black.



## I-VIEW

This may be a very uplifting year for the intimate apparel market. In what has become known as the bra wars, the race for these consumer dollars does not seem to be abating. A great looking new competitor is **CACIQUE LINGERIE'S ANSWER BRA**, designed by a female design team. Cacique maintains that the bra's combination of rigid straps, underwire cups, removable contoured pads, adjustable back straps, and re-embroidered lace cups and sides make it unique in the market. Currently in six sizes, with 34D and 36D being added in November, it comes in white, ivory, black, mocha, blackberry, and hunter green. In '95, springtime pastels will be added, as well as red for Valentine's Day. Scheduled to arrive in their 108 nationwide stores on Aug. 22, the bra will retail at an introductory price of \$18.00. Contact: Golin/Harris Communications 212-309-0647.

Elizabeth Kiser is the creator of a very interesting and useful product, **AROLU SCARF SHAPER**. Putting emphasis on the waist, the Scarf Shaper enhances the wardrobe by giving scarves new life as a cummerbund or belt without sewing or pinning. Made of post consumer recycled plastic, the two Shapers, rectangular and V-shaped, work with oblong and square scarves. Quick and easy to put together, one size fits all! A perfect accessory for any scarf counter, the package contains both Shapers, comes with easy instructions, and retails for \$15.00.

Contact: M. Silver Associates  
212-754-6500.

Did you know that horses' hooves and human fingernails are of the same evolutionary origin and are similar in placement and composition? Did you also know that human hair and horses' manes share the same basic element — keratin? No. Well, these similari-

ties have not gone unnoticed by some. Aloe Advantage, a division of OrigiNails, has developed a new salon line, **MANE MIRACLE** shampoo and conditioner, and **HOOF TONAILS** nail strengthener and conditioner. Their equivalents, aimed at the consumer market, are **MANE SECRET** and **HOOF AND NAIL BUILDER**. Produced from the original formulas used to groom our four-legged friends, they retain the principal components of aloe vera and milk protein, while omitting the inappropriate exotic ingredients, fly repellents, waxes, and lard. Result, products that work. And that's right from the horse's mouth.

Contact: Krista Moberg or Diann Hodges  
817-332-7557.

**MISTY HARBOR**, by Essex Manufacturing, debuted their Fall line this month. Cited the second most recognized brand name in women's outerwear among the oldest age group and the highest income level, in a Fall '93 WWD consumer survey, they obviously have many devotees among the stylish high and dry. The line, ranging from short sporty quilted slickers and hip length barn jackets to very attractive and practical mid-calf quilted coats, comes in a kaleidoscope of colors including yellow, clover, periwinkle, turquoise, fuchsia, forest, oxblood, tan, black, cranberry and navy. Also producing rainwear and umbrellas for the children's market, Essex has some wonderful pieces. One, that I would be remiss not to mention, is the child's umbrella with a Dalmatian's head for a handle and a Dalmatian spotted canopy. The only problem here is that they don't produce this gem for the big people. Contact: Brooks Rogers, Inc.  
212-490-3800.





# Easy Elegance



*Spring '95 Menswear Collections emphasize easy elegance, contrasting with last year's wrinkled washed-out look. The suits, often in shiny fabrics and vibrant colors, appear to span the decades from the 40's to the 70's in cut and detailing, while sportswear goes from relaxed to even more relaxed in its trouser silhouettes.*



ROBERT MASSIMO FREDA

**CALVIN KLEIN's CK COLLECTION** stresses clean details and simple shapes, with emphasis on the two-button jacket. **JOHN BARTLETT** too prefers this jacket silhouette, and shows it in sharkskin. Worn with pastel shirts over tank tops, he punctuates the look with a scarf. **MANOS ZORBAS**, in his premiere showing, places major importance on precise tailoring and detailing: Also using shiny fabrics, his suits sport inverted pockets, cuffs without buttons, and slim pants. Stepping out of the mainstream, **JOSEPH ABBOD** finds casual sophistication with double-breasted suits under flowing, duster trench coats, in mixes of blues such as navy and indigo. His signature Nehru-collared jacket, colorful sweaters, and casual nubby linen sweatpants are outstanding.

For those who prefer less shine and cool comfort, seersucker is back — lightweight and in fine textures. **YVES SAINT LAURENT** shows his seersucker in a red, gray, and tan plaid; **CESARANI** blends tan and cream; while **NEW REPUBLIC** places a cream and peach bib front shirt under a seersucker suit in tan

Sportswear interest this Spring focuses on the trouser with pants to suit all tastes. For the traditionalist, **RUFF HEWN** and **HAGGAR** show styles with flat fronts in conventional khaki and tan cotton. However, for the trendsetters, it is the new plaid preppy baggies from **ROBERT MASSIMO FREDA** and **MONDO's** pajama-like pants in linen, with no side seam and a button fly that completely redefine the words easy trousers.



# INTERNATIONAL DATE LINE

SEPT. 23-27 MILAN  
SPOSAITALI A (Bridal)

SEPT. 24-26 FLORENCE  
PRATO EXPO (Textiles)

SEPT. 25-27 NEW YORK  
FASHION COTERIE (Women's)

SEPT. 25-27 NEW YORK  
PREMIER COLLECTIONS (Women's)

SEPT. 25-27 NEW YORK  
SHOWROOM (Women's)

SEPT. 26-28 MILAN  
MODA-IN (Shirting Fabrics)

SEPT. 27-30 ATLANTA  
BOBBIN SHOW

SEPT. 27-30 CERNOBBIO  
IDEABIELLA (Fabrics)

SEPT. 30-OCT. 2 MADRID  
EXPOCALZADO (Shoes)

SEPT. 30-OCT. 3 PARIS  
PREMIERE VISION (Fabrics)

SEPT. 30-OCT. 3 PARIS  
INDIGO (2ND SESSION) (Fabrics)

SEPT. 30-OCT. 4 BARCELONA  
BARNAJOYA (Jewelry)

SEPT. 30-OCT. 4 MILAN  
LA MODA MODIT/MILANOVENDEMODA  
(Contemporary Womenwear)

OCT. 1-6 MILAN  
DESIGNER RTW SPRING SHOWS

OCT. 7-9 LONDON  
DESIGNER RTW SPRING SHOWS

OCT. 7-10 MIAMI  
WOMEN'S & CHILDRENS' MARKET

OCT. 7-10 MADRID  
IBERPIEL (Furs & Leathergoods)

OCT. 10-18 PARIS  
DESIGNER RTW SPRING SHOWS

OCT. 11-13 NEW YORK  
INT'L TRIMMINGS EXPO

OCT. 15-18 NEW YORK  
INT'L FASHION BOUTIQUE SHOW

OCT. 15-18 DALLAS  
MEN'S & BOYS' MARKET

OCT. 16-19 NEW YORK  
INT'L KIDS SHOW

OCT. 16-19 NEW YORK  
NAMSB (Nat'l Assoc. of Men's  
Sportswear Buyers)

OCT. 17-19 NEW YORK  
PRIVATE LABEL EXPO

OCT. 24-NOV. 11 NEW YORK  
DESIGNER RTW SPRING MARKET  
(Runway Shows, 10/28-11/4)

\*Creative British Knitwear & Dianne E  
will be showing in New York at the  
Parker Meridien from 9/25-28

## "\$AVING\$"

The New York Fashion Center Business Improvement District (B.I.D.) has announced substantial discounts on airfares, hotels, restaurants and theatres. Carvel Moore, executive director, stressed the economic importance of offering incentives to the 22,000 fashion retailers who travel to NYC every year, spending approximately 100 million dollars.

New members will receive the "The Fashion Card," authorizing their eligibility for these discounts, after completing the necessary information about their travel plans. Potential program members should call 1-800-776-1116 to receive further details.

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### TEXTURE HAPPY

In this collection, **BETTINA RIEDEL** plays with texture. Open weave "spider web" pieces, in 100% cotton, are in black, natural, peach, slate or bronze. Crop sweaters, boat neck tunics and little shrugs work over solid tanks, stovepipe leggings and spaghetti strap dresses. For her new collection, B-Line, a leopard print works as an accent to various cotton/Lycra separates.

**DONNA MAIONE** creates "pigtail sweaters" in a variety of abbreviated

tops. Crochet cotton buttons and eyelash trim add to the textural detail. Pleated chiffon pieces, at **BRADLEY BAYOU**, mix with sequined chenille and soft charmeuse for textural play.

This season, **BALLANTYNE CASHMERE** adds fringe to cropped scoop neck tops and long sleeve tunics; while **VICTOR ALFARO** uses cashmere for bicolored bikinis, with matching skirt and cardigan separates.